

WXLV-TV
3500 Myer Lee Dr.
Winston Salem, NC 27101

Schedule Dates
Advertiser
Agency

Product
Brand
Salesperson

CROSSROADS (325849)
Millennium/DC, Washington DC (1108)

Sales Office
Buyer Name
Phone/Fax
CPE

Comments

Crossroads Media-Alexandria
66 Canal Center Plaza
Site 555
Alexandria, VA 22314

Buyer Name
Phone/Fax
Account Types
Billing Type
Comments

Maron,Stephanie
/ 11/27/691
National/Political Candidate Agency BRD

American Crossroads

JONATHAN VITTI

Contract # 1372259

09/18/12-09/27/12

Date Entered
Last Modified

Entered By
CO-OP

Headline #

Demo

Order Type

Normal

Package Deal

Commission %

15.00

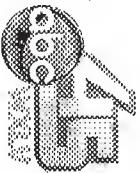
Commission

\$827.25

Net Total

\$4,687.75

Sales Tax



WXLV-TV
3500 Myer Lee Dr.
Winston Salem, NC 27101

Agency: Crossroads Media-Alexandria (2097)
Product: POLITICAL CANDIDATE SUPER PAC (ms) (1386)
Brand: AMERICAN CROSSROADS (325849)
Salesperson: Millennium/DC, Washington DC (1108)

Sales Office: Millennium Washington DC
Buyer Name: Maron,Stephanie
Phone/Fax: /
CPE: 11/27/691

Account Types: National/Political Candidate Agency BRD
Billing Type: Weekly/Irregular
Comments: American Crossroads
JONATHAN VITTI

Contract # 1372259

Schedule Dates

09/18/12-09/27/12

Entered By

Lisa Carter

CO-OP

No

Headline #

ECR09818463

Demo

A35+R

Order Type

Normal

Package Deal

Commission %

15.00

Commission

\$427.25

Net Total

\$4,687.75

Sales Tax

Date Entered 09/13/12
Last Modified 09/13/12
By Broadcast Month

Sep. 2012

Spots 22

Rate \$5,515.00

Grand Total: 22

\$5,515.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
13.0	Normal Line / News (13)	09/26/12-09/26/12	1	:30	6:30P- ABC-World News				1				1	\$235.00	\$235.00	Greensboro (WXLV)	ABC WORLD NEWS	9/13/12	
14.0	Normal Line / SPOT (14)	09/18/12-09/18/12	1	:30	7P- 7:57P (EST)							1	1	\$400.00	\$400.00	Greensboro (WXLV)	FAMILY FEUD	9/13/12	
15.0	Normal Line / SPOT (15)	09/19/12-09/19/12	1	:30	7P- 7:57P (EST)							1	1	\$400.00	\$400.00	Greensboro (WXLV)	FAMILY FEUD	9/13/12	
16.0	Normal Line / SPOT (16)	09/20/12-09/20/12	1	:30	7P- 7:57P (EST)							1	1	\$400.00	\$400.00	Greensboro (WXLV)	FAMILY FEUD	9/13/12	
17.0	Normal Line / SPOT (17)	09/21/12-09/21/12	1	:30	7P- 7:57P (EST)							1	1	\$400.00	\$400.00	Greensboro (WXLV)	FAMILY FEUD	9/13/12	
18.0	Normal Line / SPOT (18)	09/24/12-09/24/12	1	:30	7P- 7:57P (EST)							1	1	\$400.00	\$400.00	Greensboro (WXLV)	FAMILY FEUD	9/13/12	
19.0	Normal Line / SPOT (19)	09/25/12-09/25/12	1	:30	7P- 7:57P (EST)							1	1	\$400.00	\$400.00	Greensboro (WXLV)	FAMILY FEUD	9/13/12	
20.0	Normal Line / SPOT (20)	09/26/12-09/26/12	1	:30	7P- 7:57P (EST)							1	1	\$400.00	\$400.00	Greensboro (WXLV)	FAMILY FEUD	9/13/12	
21.0	Normal Line / SPOT (21)	09/27/12-09/27/12	1	:30	7P- 7:57P (EST)							1	1	\$400.00	\$400.00	Greensboro (WXLV)	FAMILY FEUD	9/13/12	
22.0	Normal Line / SPOT (22)	09/23/12-09/23/12	1	:30	10:58-40A- ABC-This Week							1	1	\$100.00	\$100.00	Greensboro (WXLV)	THIS WEEK	9/13/12	

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:
maron 3 com alias

Date:

Comments:

Rep Order#: 9818463 Ver# 1 Status New
EC'd Yes

Traffic Order# 137259 Printed: 09/13/2012 11:54 AM
Last Received: 09/13/2012 11:53 AM
1 of 3

Station WXTV-TV GREENSBORO/W SALEM
Advertiser () POLITICAL ISSUE GROUP
Product American Crossroads
Estimate# 691
Buyer Stephanie Maroney
Phone#
Fax#

Agency () CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency CJP1PZEE 11/27/691
Flight Dates 09/18/2012 - 09/27/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

-- CONTRACT COMMENT --

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

In	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
1	TU	09/18-09/18	12P-1P	MILLIONAIRE	.30	\$130.00	1	90	1	\$130.00
2	W	09/19-09/19	12P-1P	MILLIONAIRE	.30	\$130.00	1	1	1	\$130.00
3	TH	09/20-09/20	12P-1P	MILLIONAIRE	.30	\$130.00	1	1	1	\$130.00
4	F	09/21-09/21	12P-1P	MILLIONAIRE	.30	\$130.00	1	1	1	\$130.00
5	M	09/24-09/24	12P-1P	MILLIONAIRE	.30	\$130.00	1	1	1	\$130.00
6	TU	09/25-09/25	12P-1P	MILLIONAIRE	.30	\$130.00	1	1	1	\$130.00
7	W	09/26-09/26	12P-1P	MILLIONAIRE	.30	\$130.00	1	1	1	\$130.00
8	TH	09/27-09/27	12P-1P	MILLIONAIRE	.30	\$130.00	1	1	1	\$130.00
9	TU	09/18-09/18	630P-7P	ABC WORLD NEWS	.30	\$235.00	1	245	1	\$235.00
10	W	09/19-09/19	630P-7P	ABC WORLD NEWS	.30	\$235.00	1	1	1	\$235.00
11	F	09/21-09/21	630P-7P	ABC WORLD NEWS	.30	\$235.00	1	1	1	\$235.00
12	M	09/24-09/24	630P-7P	ABC WORLD NEWS	.30	\$235.00	1	1	1	\$235.00
13	W	09/26-09/26	630P-7P	ABC WORLD NEWS	.30	\$235.00	1	1	1	\$235.00

Rep Order# 9818463 Ver# 1 Status New Traffic Order#
EC'd Yes

Printed: 09/13/2012 11:54 AM
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Showing Buylines: All Lines

Station WXLV-TV GREENSBORO/W SALEM
Advertiser () POLITICAL ISSUE GROU
Product American Crossroads
Estimate# 691
Buyer Stephanie Maroney
Phone#
Fax#

Agency () CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P/I/P2/E 11/27/691
Flight Dates 09/18/2012 - 09/27/2012
Hiatus Weeks

Rep Firm () WASHINGTON
Sales Office () JONATHAN VITTI
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost	
14	TU	09/18-09/18	7P-8P	FAMILY FEUD	.30	\$400.00	1	315	1	1	\$400.00
15	W	09/19-09/19	7P-8P	FAMILY FEUD	.30	\$400.00	1	1	1	1	\$400.00
16	TH	09/20-09/20	7P-8P	FAMILY FEUD	.30	\$400.00	1	1	1	1	\$400.00
17	F	09/21-09/21	7P-8P	FAMILY FEUD	.30	\$400.00	1	1	1	1	\$400.00
18	M	09/24-09/24	7P-8P	FAMILY FEUD	.30	\$400.00	1	1	1	1	\$400.00
19	TU	09/25-09/25	7P-8P	FAMILY FEUD	.30	\$400.00	1	1	1	1	\$400.00
20	W	09/26-09/26	7P-8P	FAMILY FEUD	.30	\$400.00	1	1	1	1	\$400.00
21	TH	09/27-09/27	7P-8P	FAMILY FEUD	.30	\$400.00	1	1	1	1	\$400.00
22	SU	09/23-09/23	11A-12P	THIS WEEK	.30	\$100.00	1	10	1	1	\$100.00

—SALES MONTHLY TOTALS—
Report Totals. 22 / \$5,515.00

Sep 12. 22 / \$5,515.00
Sales Totals. 22 / \$5,515.00
Station Totals. 22 / \$5,515.00
Lines not sent/rclld/rtrn. 0 / \$0.00

—COMPETITIVE—

Market Totals	CABL	0%	UNKN	0%	WBFX	0%	WCWG	0%	WFMY	34%
	WGHP	21%	WMIV	0%	WJPN	0%	WXII	37%	WXLV	8%

Rep Order# 9818463 Ver# 1 Status New
ECD Yes

Traffic Order#
Printed: 09/13/2012 11:54 AM
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3 of 3
Showing Buylines: All Lines

Station WXL-TV GREENSBOROW/SALEM
Advertiser () POLITICAL ISSUE GROU
Product American Crossroads
Estimate# 691
Buyer Stephanie Maroney
Phone#
Fax#

Agency () CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency CPI/P2/E 11/27/691
Flight Dates 09/18/2012 - 09/27/2012
Hiatus Weeks

Rep Firm () WASHINGTON
Sales Office ()
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

Books null
Demos RA35+